

**NEW HAMPSHIRE STATE LIQUOR COMMISSION**  
**JULY 19, 2006, 1:00 P.M.**  
**AGENDA**

**I. FINANCIAL & ADMINISTRATIVE REPORTS**

1. Financial Reports
  - A. Weekly, Y-T-D Sales Reports
  - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

**II. MARKETING & SALES REPORTS**

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS:
  - 1) Test Market Products:
    - a. Test Market Request (Villa Grazia Limonciello)
    - b. Test Market Request (Castello Banfi Grappa)
  - 2) One Time Buy Request (Buffalo Trace Experimental Collection)
  - 3) Product Promotion (Captain Morgan)
  - 4) Welcome to New Hampshire Program
- B. WINES:
  - 1) Special Offers for September 2006 (2 items – Horizon Beverage Co.)
  - 2) September Special Offers (35 electronic items – M.S. Walker, NH)
  - 3) September and October 2006 E-Mail Alert Coupon
  - 4) Store Tasting (CCPC)
  - 5) Requests for Second Size:
    - a. Franzia 3 Liter Boxes
    - b. Piper Heidsieck Brut
  - 6) Purchase & Display Little Black Dress
  - 7) Results of Purchases & Displays:
    - a. Fish Eye
    - b. Twin Fin
    - c. Killer Juice
  - 8) Recommended Allocated Wines for Distribution to Selected Stores (5 items)
  - 9) Recommended Allocated Wines (Absolutes) for Distribution to Selected Stores (1 item)

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- 10) Primary Sources Submissions:
  - a. 15 exclusive agent; 19 imported
  - b. 4 exclusive agent; 7 imported
- 11) (Tabled Item) Line Extension of Veuve Clicquot Rose NV  
(from 6/28/06, Item B-3)

**III. ENFORCEMENT & LICENSING REPORT**

**IV. CHAIRMAN'S REPORT & LATE ITEMS**

- 1. Bailment Requests
- 2. Coupon Approvals
- 3. Late Items/Other

**V. EXECUTIVE SESSION**

- 1. Personnel

/D. Hartford